

# Personal Air Transportation Alliance PATA



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Working Meeting

May 12, 2006

Chairs: Ken Ross & Mike Baur

Mgt. Team: Robert Dunn, Jack Olcott,  
Paul Masson



# Agenda



- 8:30 PATA Mission, Objectives, Organization**
- 9:30 Public Media**
- 9:45 Public Image**
- 10:30 Break**
- 10:45 Federal Government & Associations**
- 11:15 Federal: NGATS IPTs**
- 11:30 White Paper: Markets Served**
- 12:00 Lunch**
- 1:00 White Paper: Air Taxi Definition**
- 2:00 White Paper: Safety**
- 2:30 White Paper: Security**
- 3:00 Break**
- 3:15 White Paper: Economic Value**
- 3:40 New Team: Airports**
- 4:00 New Team: Concept of Operations**
- 4:20 Next Steps: Papers, Oshkosh, New Members**

# Meeting Guidelines

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## ■ Logistics

- Signup sheet
- Bathrooms
- Lunch

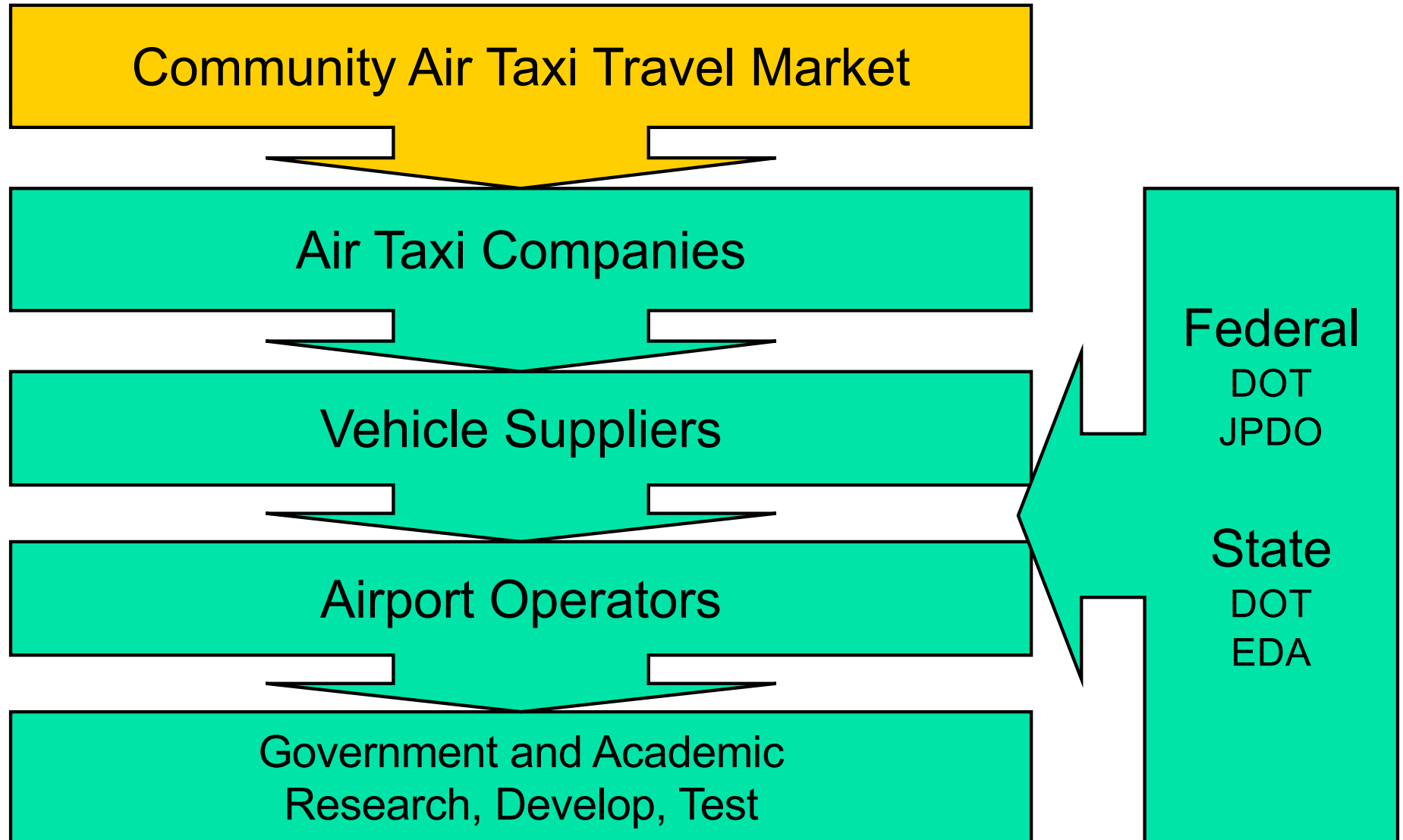
## ■ Guidelines

- Cell phones and beepers off
- Start and stop on time
- Stay on topic...parking lots for issues
- Raise new issues at break with the Facilitator



- **Demand** regional, rural, small airport based travel
- **Industry response**
  - New business models (air-taxi), equipment
  - New concepts air system links (plane, airport, air space)
- **Government response**
  - FAA Part 135 working group
  - NASA SATS Project
    - NCAM organization...research organization led partner
    - Strategic Council action to support follow-on initiatives...Dunn+
- **Government future direction**
  - NGATS includes air-taxi, implement via partnerships
- **NCAM**..continue as research-led partnership
- **PATA**.. forms as industry-led alliance

# Member Model: Supply Chain

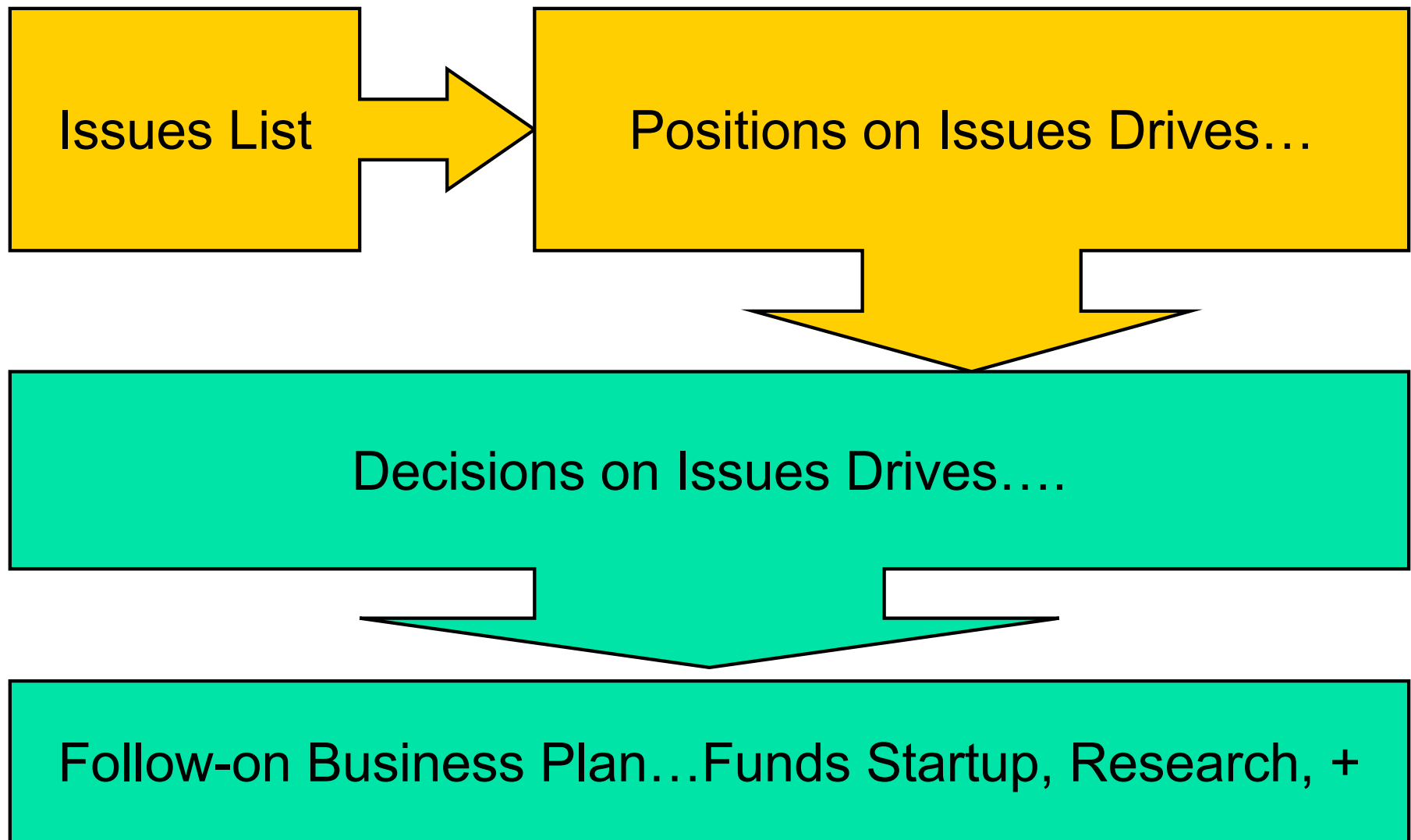


# Mission, Objectives, Influence Targets \*→\*

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- **Mission:** Identify, articulate, promote concepts, processes, technologies facilitate frequent & safe transportation every runway
- **Objectives:**
  - Pool Knowledge & promote research that provides value to air-taxi industry to provide the basis for a small aircraft/airport transportation system (SATS)
  - Create public understanding of the value, safety and use of air-taxi as reflection of small aircraft/airport transportation system
  - Facilitate air-taxi system deployment by establishment of links between new aircraft, expanded small airports, and new air traffic system concepts
- **Influence Targets:** Traveling public via media, investors, and Government (DOT,JPDO,state's)

# Business Plan Process





## Personal Air Transportation Alliance

- **Personal...**who is served
- **Air Transportation...**what is supplied
- **Alliance...**how to collaborate between
  - Air-taxi competitors
  - Supplier competitors
  - Academic and research organizations
  - Government agencies
  - Associations
- **Difference than...**
  - Trade Association...legislative & regulatory advocate
  - Industry Consortia...technology develop and standards
  - NCAM...corporate led and funded





- **Pool knowledge & promote research** to present industry positions via papers:
  - NGATS: public need, markets, industry define, supply
  - Common operating concepts
  - Common architectures and technologies
  - Common standards and interops guidelines
  - Common certification paths
  - Common requirements for suppliers: lower supplier costs
- **Create public understanding** through common information and promotion
- **FASTER facilitate** intra-industry and government (federal and state) links support expanded small airports, aircraft develop, and air space concepts

# Actions in Business Plan

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- **Engage:** industry, government, research
  - Industry...more members
  - Government..Federal transportation (JPDO, NGATS IPTs), States (DOT's and EDA's)
  - Research...academic and government
- **Create Agreements:** white papers
  - Transportation Needs
  - Operating Concepts
  - Systems Principles
  - Standards and Certification Paths
  - Communications and Education
  - Value Measurement

# Engage Influence Targets

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## ■ **Public Media (Olcott)**

- Primary media response
- Aviation and travel media

## ■ **Investors (Masson)**

- Equity firms, angel capitalists, VC's

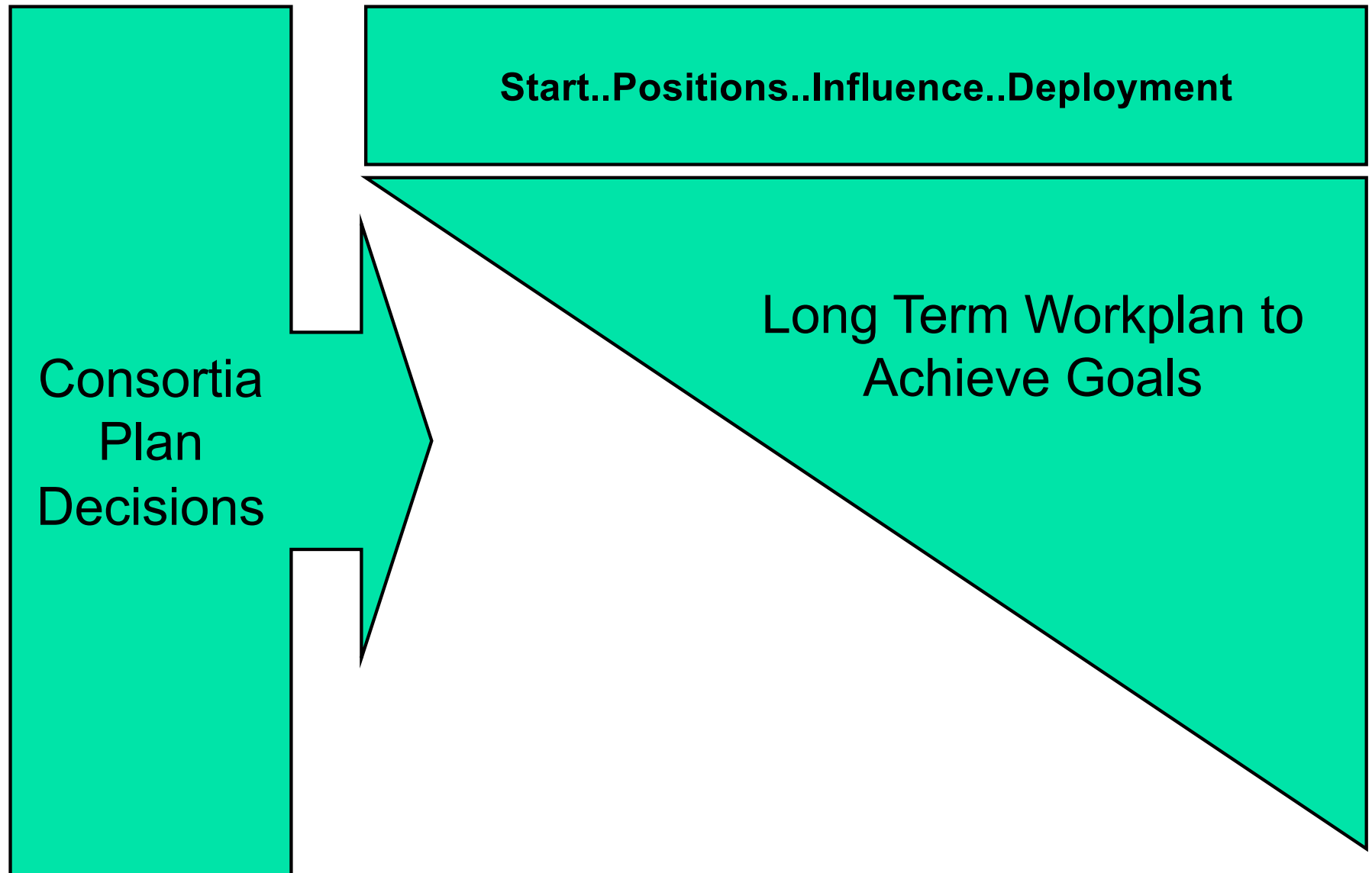
## ■ **Federal Government (Dunn)**

- DOT/JPDO..transportation system policy
- FAA...certification
- Trade Associations...GAMA, NASAO, NBAA

## ■ **State Governments**

- DOT's...airport upgrades
- Economic Development Agencies (EDA's)...airport investment

# Alliance Life Cycle



# Actions Plan Topic Areas

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- **Transportation Needs Scenarios**
  - **Air-taxi definition**
  - Market size, segments, needs differences
  - SATS and NASA ARAM market research
- **Operating Concepts**
  - Pool air-taxi operating plan concepts
    - Enroute Operations
    - Airport Operations
    - Airspace and airtraffic management interface
  - SATS nineteen reference operating concepts
- **Technology Architectures & Systems Principles**
  - Datalink systems
  - **Small airport configuration: datalink, runway lighting**



## ■ **Standards and Certification Paths**

- Equipment: Format for technical papers to support AC's for Small Aircraft Directorate
- Crew & Operational Implementation
- Airports

## ■ **Communications and Education**

- **Value statements and messages**
- **Public education program**

## ■ **Value Measurement**

- **Regional economic development**
- **Transportation safety & security**
- Environmental impact



- **Airports**
- **Air Taxi Definition**
- **Air Taxi Models**
- **Market Needs Served Definition**
- **Security**
- **Safety**
- **Economic Benefits**
- **Airports**
- **Next Gen Modernization: Research & ConOps**

# Market Definition



## ■ Demand

- Travel for business, secondarily personal distance of 200 to 800 miles
- Flexibility of assured travel window
- Cost less than air-charter, more than air carrier

## ■ Current Travelers

- Trip- trips taken now via fractional, charter, air carrier
- Size- estimated from current FAA data & trips taken, proprietary market research, or existing customer network revealing potential regional size
- Growth- estimated from ability to deploy operations and not from demand

## ■ New Travelers

- Trip- taken by car or not taken due to cost or safety
- Size- estimated from DOT trip data
- Growth- not addressed by current air taxi members

## ■ Need

- Market segmentation definition detail
- Market sizing quantitative methods and estimates

- **Implementation:** Air taxi member telecons for open data, complete NDA for data sharing





## Proposed PATA standard covering

- **Booking-** Passengers pre-screened at signup
- **Departure-** Check passenger against ID
- **Aircraft-** Aircraft secured overnight
- **Crews-** Flight sensitive employees undergo drug screen per FAA
- **Airports-** Operators will determine if airport meet security requirements
- **FBO's-** Meet standards set by fleet operators



- **Business Plan Phase:** Thru March 2006
  - Legal: Unincorporated, mutual benefit association
  - Leadership: Co-Chairs of NA Jet and Pogo
  - Management & Admin: Dunn, Olcott & Masson
  - Administration: StarNet (Masson)
- **Business Plan Options:** February 2006
  - **Working Group:** Position Papers
  - **Coordinated Research:** Internal funded research re positions
  - **Funded Research:** Internal and external funded research re positions
- **Decision and Action Process:**
  - **Steering Committee:** January
  - **Full Membership:** February
  - **Reconfirm for March:** Set action plan, management, admin & financial obligations for 2006

# Background

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# Influence Targets

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- DOT Transportation Policy: JPDO
- FAA
  - Small Airports
  - Small Aircraft
- NASA
  - Vehicles Systems: Personal Aviation Vehicles
  - Airspace Systems
- State Governments
  - Aviation Departments
  - Economic Development
- Congress

# New Members

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- Air Taxi
- OEM's
- Engine Companies
- Avionics
- Research Groups: SATS Labs
- Foreign Organizations



- Review
  - Scope & Objectives
  - Influence Targets
  - Influence Method
- Update Air-Taxi Issues and Workplan
- Expand Membership
- Approach Influence Targets



- **Transportation Needs Scenarios**
  - Air-taxi definition, pooled market research
- **Operating Concepts**
  - Pool air-taxi operating plan concepts
- **Technology Based Systems Principles**
  - Common architectures and technologies
- **Standards and Certification Paths**
  - Equipment
  - Crew & Operational Implementation
- **Communications and Education**
- **Value Measurement**

# Update Air Taxi Priority List: Outputs

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- Operating Concepts
  - Aircraft
  - Airspace Systems
  - Airports
  - Personnel- Pilots and maintenance
  
- Standards and Certification



# Macro Forces Model

